

IN THE CLAIMS:

The text of all pending claims (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 14, 17, 20, 23, and 25 in accordance with the following:

1-13. (CANCELLED)

14. (CURRENTLY AMENDED) A point management system employing a computer for managing points issued to each customer who receives a service according to the issued points, comprising:

point issue means for issuing points to a customer according to transactions performed by the customer;

point accumulation means for calculating the issued points to accumulate the issued points so as to get cumulative points, and decreasing the cumulative points ~~proportionally to elapse of time during~~partially redeemed, on a time-by-time basis, with a time when an electronic information service is provided to a customer terminal; and

service providing means for providing at least any of video information, voice information, software information, music information and database information as the electronic information service to the customer terminal through a communication circuit,

wherein the point accumulation means provides information for displaying the decreased customer's cumulative points on a screen of the customer terminal during the time the electronic information service is provided to the customer terminal.

15. (CANCELLED)

16. (CANCELLED)

17. (CURRENTLY AMENDED) A method of point management for managing points issued to each customer who receives service according to the issued points, comprising:

issuing points to a customer according to transactions performed by the customer;

calculating the issued points to accumulate the issued points so as to get cumulative points, and decreasing the cumulative points decreasing the cumulative points ~~proportionally to elapse of time during~~ partially redeemed, on a time-by-time basis, with a time when an electronic information service is provided to a customer terminal;

providing at least any of video information, voice information, software information, music information and database information as the electronic information service to a customer terminal through a communication circuit; and

providing information for displaying the decreased customer's cumulative points on a screen of the customer terminal during the time the electronic information service is provided to the customer terminal.

18. (CANCELLED)

19. (CANCELLED)

20. (CURRENTLY AMENDED) A point management apparatus for managing points issued to each customer who receives service according to the issued points, comprising:

a point issue unit for issuing points to a customer according to transactions performed by the customer;

a point accumulation unit for calculating the issued points to accumulate the issued points so as to get cumulative points, and decreasing the cumulative points partially redeemed, on a time-by-time basis, with ~~proportionally to elapse of time during a time when~~ an electronic information service is provided to a customer terminal; and

a service providing unit for providing at least any of video information, voice information, software information, music information and database information as the electronic information service to a customer terminal through a communication circuit,

wherein the point accumulation unit provides information for displaying the decreased customer's cumulative points on a screen of the customer terminal during the time the electronic information service is provided to the customer terminal.

21. (CANCELLED)

22. (CANCELLED)

23. (CURRENTLY AMENDED) A computer readable medium having a program stored therein to cause a point management system to execute operations, said operations comprising:

issuing points to a customer according to transactions performed by the customer;
calculating the issued points to accumulate the issued points so as to get cumulative points, and decreasing the cumulative points partially redeemed, on a time-by-time basis,
~~with proportionally to elapse of time during~~ a time when an electronic information service is provided to a customer terminal;

providing at least any of video information, voice information, software information, music information and database information as the electronic information service to a customer terminal through a communication circuit; and

providing information for displaying the decreased customer's cumulative points on a screen of the customer terminal during the time the electronic information service is provided to the customer terminal.

24. (CANCELLED)

25. (CURRENTLY AMENDED) A method for managing points issued to a customer, comprising:

calculating total points of a customer issued in association with transactions of the customer;

decreasing the total points of the customer, the total points being a sum of cumulative points proportionally to elapse of time during redeemed, on a time-by-time basis, in proportion to a time during which an electronic information service is provided to the customer; and

displaying the decreased customer total points on a screen of the customer terminal.